

## CLAIMS

1. The multimedia gift card will provide a creative avenue to present a memorable gift to employees, business associates, customers, students, friends and family.
2. The multimedia gift card is an outstanding promotional tool, which provides the receiver with a multimedia package that includes, but is not limited to, quality digital music, flash presentations, video commercials, product information and web site links.
3. This invention is an outstanding promotional tool for any occasion to include, but is not limited to, non-seasonal, seasonal, or special occasion.
4. The multimedia gift card ultimately creates a memorable and emotional tie to the provider.
5. The multimedia gift card provides a convenient and creative way for retailers to display and sell gift certificates, coupons, and prepaid phone cards.
6. The Multimedia Gift Card is a convenient way for patrons to give a retail gift certificate, coupon or prepaid phone cards as a gift. This invention provides the consumer an additional gift (Multimedia Disc), a beautifully designed card and an envelope for convenient mailing. This invention provides the consumer with a total gift package. In addition the retailer receives revenue from the gift certificate/card as well as outstanding promotional benefit from the graphics, music and information provided on the multimedia disc.
7. The Multimedia gift card is a total gift package and will entice patrons to purchase gift cards from retailers that will create memorable lasting ties to the provider.